



Is an Investment Advisory Account Right for You?

There are different ways you can get help with your investments. You should carefully consider which types of accounts/services are right for you. **Depending on your needs and investment objectives, we can provide you with services in an investment advisory account.** This document gives a summary of the types of services we provide and how you pay. Please ask for more information. There are suggested questions on page 2.

**Investment Adviser Services
Advisory Accounts**

Types of Relationships and Services. *Our accounts and services.*

- LongView Wealth Management, Inc. (“Firm” or “LongView”) provides investment advisory services (including Financial Planning and Asset Allocation Services, Asset management, and Analysis, Recommendation and Monitoring of Third-Party Managed Programs) as well as various types of consulting geared toward individuals, including high net worth (i.e., clients with a net worth of \$2,000,000), pension and profit-sharing plans, and corporations or other businesses. (“Clients”). In addition, LongView manages segregated portfolios for its Clients.
 - If you engage LongView Wealth Management for planning services, you will either pay an on-going **asset-based fee** or a **planning fee** for our services. The fees will be agreed upon in writing prior to services being provided. We will discuss your investment goals with you and help to design a strategy that we believe if implemented will move you in the direction of those stated goals. If you open an advisory account with LongView Wealth Management as your advisor your account will be monitored on a regular basis unless specifically stated otherwise.
 - You can choose an account that allows us to buy and sell investments in your account without asking you in advance (a “**discretionary account**”) or we may give you advice and you decide what investments to buy and sell (a “**non-discretionary account**”).
- LongView offers the following programs:
- LongView Wrap Program – LongView agrees that it will receive a management fee and in return will provide advisory services and pay transaction fees for the account it is providing advisory service for.
 - LongView Non-Wrap Program - LongView agrees that it will receive a management fee and in return will provide advisory services. The client will pay all fees to the custodian for maintaining the account which include transaction fees.
 - LongView offers programs sponsored by Envestnet and Frontier which are discussed in the disclosure documents of those entities and will be provided to you if applicable.
- LongView primarily uses open-ended mutual funds, ETF’s, stocks, bonds, and insurance products. Our investment advice will cover a limited selection of investments. Other firms could provide advice on a wider range of choices, some of which might have lower costs.

Our Obligations to You. *We must abide by certain laws and regulations in our interactions with you.*

- We are held to a fiduciary standard that covers our entire investment advisory relationship with you. For example, we are required to monitor your portfolio, investment strategy and investments on an ongoing basis.
- Our interests can conflict with your interests. We must eliminate these conflicts or tell you about them in a way you can understand, so that you can decide whether or not to agree to them.

Fees and Costs. *Fees and costs affect the value of your account over time. Please ask your financial professional to give you personalized information on the fees and costs that you will pay.*

- **Asset-based fees.** The Firm typically has a minimum account size of \$25,000 (cash or securities) for the LVWM Wrap Program and \$10,000 for the Envestnet Program. However, under certain circumstances, LongView may waive the minimum account size requirement. Such circumstances may include but are not be limited to additional assets that will soon be deposited or if you or other members of your household have other accounts under management with LongView.
- Advisory fees are charged on a quarterly basis in advance or in arrears, depending on the Advisory Representative and as negotiated with the client. Quarterly periods can be on a calendar year basis or every three months starting on cycle as agreed between client and Advisory Representative. If a client relationship is established or closed during a quarterly period, the client will be charged a prorated portion of the fee for the quarter. In cases where fees are charged in advance, the initial fee will be based on the value of the account upon establishment and will be prorated based on the number of days remaining in the quarterly period. In cases where the fee is charged in arrears, the initial fee will be a prorated fee based on the number of days the account was under management and based on the value of the account as of the last business day of the quarter. Thereafter the fees will be calculated based on the value of the account on the last business day of the just completed quarterly period. A set-up fee not to exceed one percent (1%) of the initial account value may be charged. The set-up fee will be billed in full along with the first quarter fee and is negotiable.

*LongView Wealth Management, Inc.
Relationship Summary – Form CRS*

- Client’s advisory fee for the Envestnet Programs will consist of LongView’s fee, an Envestnet Program fee and fees for any of the managers or subadvisors selected to manage a portion of the client’s account. The total fee for any program will not exceed 2.50%. LongView’s portion of the total fee will not exceed 1.25%. The difference between the total fee paid by the client less LongView’s fee is paid to Envestnet to cover the Program fee and to the managers and subadvisors on client’s account.
- LongView Wealth Management Program fees are negotiable and are not based on a share of capital gains or capital appreciation of the funds or any portion of the funds. Fees vary from client-to-client and are detailed in the Exhibit Page of the Client Agreement provided to the client. The LVWM Wrap Program is offered as a wrap program. A wrap program is where the client will pay one fee to LongView, and the fee will cover LongView’s advisory fee and transaction charges. It is important to know other miscellaneous charges will apply and are detailed in custodial disclosures.
- An IAR can choose to aggregate accounts across the client’s household managed accounts. This aggregation will increase the total managed assets and the higher amount will help a client reach a breakpoint or participate in higher tiers which are generally charged a smaller fee. A breakpoint fee is determined by a reducing fee schedule based on predetermined asset ranges. The fee charged will be the fee for the corresponding range the assets fall into. A tier fee is similar but instead of only paying one fee at the highest range the client will pay at each range as described below. An account balance is 2 million dollars. The tier is 0-1,000,000.00 at 1% and 1,000,000.00 to 5,000,000.00 at 0.9%. The client will pay 1% on the first million and 0.9% on the next resulting in an effective fee of 0.95%. Initial Financial Planning and Periodic Financial Planning Services can be charged as follows: (a) minimum fees are \$1,000 for inclusive planning and \$500 for limited areas of concern and (b) miscellaneous advice is up to \$500 per planner hour billed monthly. Fixed fees will not exceed \$15,000. Actual fees are negotiable and based upon the services requested by the client, the complexity of the client’s situation, and the amount of time required to provide the services. Further, advisory fees vary based on the IAR and their experience. Therefore, clients are advised that certain Advisory Representatives of LongView charge more or less than others so the fee quoted to you as the client will be more or less than other clients.
- Asset allocation services are charged based on one of the options (Option A or Option B) disclosed below and selected by the client. Option A –The annual fee will be determined based on a percentage of the value of the account for which monitoring, and asset allocation services are being provided and divided by four. The fee is paid quarterly in advance in equal installments. The annual fee will be adjusted each quarter based on the value of the account on the last business day prior to quarter end. Option B –Flat Fee - A flat fee not to exceed \$15,000.
- Regarding divorce planning, Client agrees to pay LongView a retainer upon the execution of the Divorce Planning Services Agreement. Generally, the retainer is \$2,500. Compensation to LongView will be at a rate up to four hundred (\$400) dollars per hour for IAR’s services and one hundred fifty (\$150) dollars per hour for administrative time. Actual fees are negotiable and will differ based on complexity and scope of work.

Conflicts of Interest. *We benefit financially from the services we provide to you.*

- The use of a wrap fee program leads to a number of conflicts of interest for LongView. Those conflicts will include but are not limited to a motivation to avoid transactional costs by reducing the trading in wrap accounts or limiting trading to no-transaction fee funds only. Generally, funds that do not pay a transaction fee will have higher expenses that will reduce returns to the investor.
- Some of LongView Investment Advisor Representatives are also, Registered Representatives of a Broker/Dealer and have the option of selling products and services that will pay them a commission. This will incentivize your IAR to recommend products and services that pay them a commission.

Additional Information. *We encourage you to seek out additional information.*

- Do you or your financial professionals have legal or disciplinary history? No. Visit Investor.gov/CRS for a free and simple search tool to research us and our financial professionals.
- LongView has three options for custody, all options have pros and cons, and we encourage you to speak with your Investment Advisor Representative to help make your selection. Accounts are custodied, by your selection at one of the following: Charles Schwab (Schwab), Pershing Advisor Solutions (“Pershing”) or Fidelity Institutional Services (“Fidelity”), all are broker-dealers and members of the New York Stock Exchange (“NYSE”). Clients should be aware that by using Schwab, Pershing or Fidelity, a client may pay higher account-related fees and execution charges than if LongView had selected another clearing firm. There is no affiliation between LongView Schwab, Pershing or Fidelity.
- For additional information about our services, visit Investor.gov, our website (<https://www.longviewwealthmanagement.com/>), and your account agreement. For additional information on advisory services, see our Form ADV brochure on IAPD, on Investor.gov, or on our website (<https://reports.adviserinfo.sec.gov/reports/ADV/136214/PDF/136214.pdf>) and any brochure supplement your financial professional provides. To report a problem to the SEC, visit Investor.gov or call the SEC’s toll-free investor line at (800) 732-0330.

Key Questions to Ask. *Ask our financial professionals these key questions about our investment services and accounts.*

1. How much would I expect to pay per year for an advisory account?
2. What additional costs should I expect in connection with my account?
3. What are the most common conflicts of interest in your advisory accounts?